

CUSTOMER NO.: 24498
Serial No.: 10/018,070
Final Office Action dated: October 8, 2008

PATENT
RCA 89,470

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Wanda Green Thompson, et al.
Serial Number: 10/018,070
Atty. Dkt: RCA 89,470
Filing Date: October 25, 2001
For: ADVERTISEMENT SELECTION BASED ON USER
ACTION IN AN ELECTRONIC PROGRAM GUIDE
Art Unit: 2426
Examiner: Fred H. Peng

Entered w/ RCE
dt. 1/8/09

DMK
1/10/09

AMENDMENT AND RESPONSE ACCOMPANYING RCE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

In response to the final Office Action dated October 8, 2008, for which a response is due January 8, 2009, and accompanying Applicants' Request for Continued Examination (RCE), please enter the following amendments and remarks/arguments in the above-identified application.

Listing and Amendment of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.